

THREE, DROWNING IN RIVER, SAVED BY SEARCHLIGHT

Man Struggling in Water Re-
vealed to Yachtsmen, Who
Go to Rescue.

BOAT HAD BEEN UPSET.

Commodore and Two Cap-
tains Each Drag a Man
to Safety.

Members of the Colonial Yacht Club and their 20 guests were attending a lawn party at the clubhouse, One Hundred and Fortieth street and Hudson River, last night, when a searchlight from Palisade Park began playing on the water. The light showed three men struggling in the river half way to the Jersey shore and near them was an overturned boat.

Commodore Charles Hollister started to the rescue in his steam yacht Comfort, followed by Fleet Capt. F. P. Pratt in his yacht and Capt. Frank Cotton in the club launch.

The commodore reached the three men as one of them sank. This man was fished out with a boathook. Capt. Pratt rescued the second and Capt. Cotton the third. The three were taken to the clubhouse and attended by a physician. They were John Egan, No. 64 East One Hundred and forty-first street; William Boland, No. 106 Lawrence street, and Gus Esig, No. 528 East One Hundred and Fiftieth street.

They had been up the Hudson in a dory, they said, and were going down with the tide when the boat struck a submerged log and was overturned. Only Esig and Egan could swim. They supported Boland until their strength gave out. Then he sank, only to be dragged to the surface with the boathook.

GETS \$8,000,000 TO AID WOOLWORTH PUT UP BUILDING

Mortgage Placed Abroad on
Broadway Structure to Be
Highest in World.

News came from Paris to-day that Robert McMaster Gillespie has completed the financing of the Woolworth Building on Broadway, between Barclay street and Park place, by raising \$8,000,000 on a first mortgage.

According to cables, he said \$10,000,000 was needed, \$5,000,000 for land, \$5,000,000 for foundation and \$1,000,000 for the building. Mr. Woolworth supplied \$5,000,000. It was found comparatively easy to raise the money in Europe, France supplying most of the \$5,000,000. Mr. Gillespie will sail for New York on the Corinne on Aug. 5.

The Woolworth building will be the tallest office structure in the world. It will be fifty-five stories, and from the sidewalk to the top of the Gothic tower its height will be 791 feet. Most of the foundation work is completed. To get a suitable foundation it was necessary to go down to bed rock, from 110 to 130 feet below the surface.

The building proper will be twenty-nine stories high. From the center, facing Broadway, will rise the tower, twenty-six stories high. It will have a powerful electric light on its pinnacle. The plans call for the completion by the fall of 1912.

CENTRAL'S PRESIDENT SAILS.

Brown Denies He's Going to Quit
Job to Become a Farmer.

President W. C. Brown of the New York Central Railroad and Mrs. Brown sailed to-day on the Mauritania for a seven weeks' motor trip through England, France and Belgium. He denied any intention of exchanging his position for the luxury of being a farmer, and added:

"The month with the New York Central Railroad Company will be one of the best records, if not the best, in the history of the railroad. The crop reports from the West, with the exception of Iowa, are good, and the Iowa situation is improving."

Walter Pollock, manager of the marine department of the New York Central, went with Mr. Brown.

Women's Fall Hats So Small Shoehorns Needed, Not Hatpins



Must Remove Hats and
Puffs Preliminary to a
Dive Into the New Style
Headgear for Next Fall.

By Ethel Lloyd Patterson.



Take off your hats and puffs and things; if you have any hair of your own, bind it closely to your head well down over the ears. Bend your body forward from the waist line, keeping your head lowered like an angry goat, grasp your new fall hat firmly in both hands, and with a quick, decisive movement insert your head in its crown. Still clinging to the brim with the courage of desperation, pull the entire structure over your head until your ears get in the way. Right yourself with any dignity you can muster and powder the end of your nose.

P. S.—If you have any further difficulties use a shoe horn, not on your nose, on the hat.

All of which is an infallible recipe for the proper adjustment of the new fall millinery. Why, the preliminary calisthenics, you ask? Doubtless it does sound puzzling. Let me explain. You see it is this way:

The new hats for fall and winter are very small; smaller than they have been in our remembrance, or in the time we will admit we can remember. Winter hats will really be more like caps than anything else.

WON'T NEED ANY HATPINS FOR WINTER HATS.

They will be worn pulled well down over the ears and without any hatpins to hold them in place. They will be made of supple materials, principally broads and velvets and velours, without any frame or bandeau beneath to hold them in shape. Apparently it will be impossible to stand in an upright position and put them on. It is absolutely necessary to bend oneself almost double and poke one's head into them. Take them unwary, as one might say, or that is what I gathered from watching a model in one of the smartest Fifth avenue millinery houses try on fall hats yesterday.

The first hint of what I was to see came in a cable from Paris.

"Hats will be extremely small this fall," the cable announced. "They will consist chiefly of the sugar-loaf, cube, steep crown and the Pierrot's shapes. They will follow the Egyptian styles, and the hair must be dressed over the ears to conform to the style. Crowns will be high, some of them reaching twenty inches from the foundation. 'Some women cannot wear small hats; they need the shadow big hats throw over their faces. To supply this need, when small hats are worn dark shades may be drawn in with a delicate brown powder wherever needed, chiefly under the eyes. That they may not be too striking they must be rubbed over."

LADIES CAN WEAR SHOES

one size smaller after using Allen's Foot-Ease, the antiseptic powder for the feet. It makes tight or new shoes feel easy; gives instant relief to corns and bunions. It's the greatest comfort discovery of the age. Relieves swollen feet, blisters, callous and sore spots. It is a certain relief for sweating, tired, tender aching feet. Always use it to break in new shoes. Don't go on your vacation without a package of Allen's Foot-Ease. Sold everywhere, 35c. Don't accept any substitute. For FREE trial package, address Allen S. Olmsted, Le Roy, N. Y.

AMERICANS NOT IN FAVOR OF SHADOW EFFECT.

"I cannot say much about that shadow effect with the brown powder," smiled a Fifth avenue milliner. "I do not think American women go in for that sort of thing very much. But the Parisian cabaretier is correct in saying that the hats for fall are to be smaller, very small, and what I should call 'supple shapes.'"

HOW TO MAKE IT VANISH

Any skin blemish which causes annoyance, whether eczema, herpes, rash, pimples or any form of surface trouble, will be promptly disposed of by the use of a little Poslam. Nothing ever has equalled the work of this remarkable remedy in curing affected skin. Hegeman's, Rikers, Kalish's and all druggists sell Poslam; two sizes, 50 cents and \$2. Write for free sample to the Emergency Laboratories, 32 West Twenty-fifth street, New York City.

GRAND RAPIDS FURNITURE S. BAUMANN & BRO. CARPETS RUGS & DRAPERIES

August Furniture and Rug Sale

Samples from the leading manufacturers which have been on exhibition at the recent New York Furniture Exchange. In connection with every discontinued pattern throughout our entire establishment we will offer

AT A REDUCTION OF 50% No Money Down

Club Plans or ridiculously small deposits will attract the inexperienced buyer, but wise shoppers will look for honest concerns that don't draw prospective buyers into a net of high prices and ironclad conditions. Proof of our straightforward dealings is borne out by the fact that we are one of the largest furniture and carpet distributors in the country. Thanks to our enormous purchasing power, we are enabled to offer you the

Best Credit System—One Low Price—Cash or Credit

Suburban Deliveries by Our Motor Trucks to Your Home

Seamless

Brussels Rugs

- 6x9, Value \$10, at \$6.50
- 7x9, Value \$12, at \$9.50
- 8x10, Value \$16, at \$11.98
- 9x12, Value \$20, at \$14.98

Royal Ax-

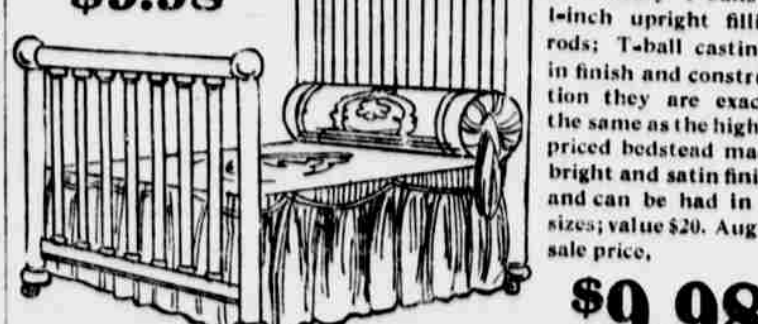
minster Rugs

- 6x9, Value \$16, at \$11.50
- 8x10, Value \$18, at \$13.98
- 9x12, Value \$22, at \$15.98
- 12x18, Value \$22, at \$12.98

Greatest Value Ever

Offered in Brass Beds

\$9.98



\$9.98

N.W. COR. 6TH AVE. & 15TH ST.

This Gimbel August Furniture Sale Owes Its Great Measure of Success to FURNITURE THAT STANDS THE TEST

From Recent Trade Journals
Gimbel Brothers Secure Contract
to Furnish the
New Vanderbilt Hotel

The New Vanderbilt Hotel, corner of Thirty-fourth Street and Fourth Avenue, New York, which is to be opened in the early Fall, will be supplied with Carpets, Rugs and Furniture by Gimbel Brothers. The contract for the carpets called for nearly 30,000 yards, and the quality to be used is the famous "Hartford Saxony."

The furniture is being manufactured for Gimbel Brothers by the Fooley Furniture Company, and is on a most elaborate and costly scale. Months have been spent in getting out unique and original designs in both carpets and furniture; and the opening of this hotel will mark the very latest developments in hotel equipment.

First, it stood OUR test—the judgment of experienced furniture buyers was brought to bear on every detail.

We have our unyielding GIMBEL standard in Furniture, as well as in every other sort of merchandise. It is what has built the business of this new store, in so short a time, to a degree that has amazed even its sanguine founders.

Now, the Furniture is standing YOUR tests—

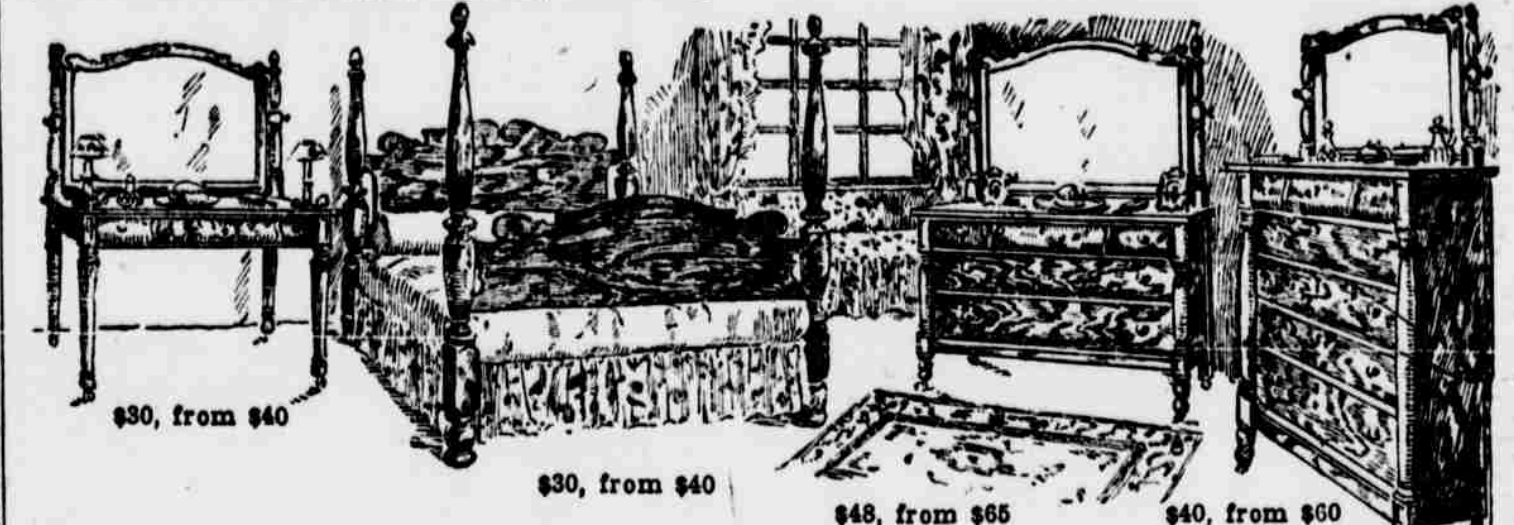
The Test of GOOD TASTE The Test of QUALITY

The Test of ASSORTMENT The Test of PRICE

And on all these points the judgment of the thousands of home-lovers and home-makers who attend these events is final and conclusive.

We are complimented by your verdict—as expressed in your purchases. And our guarantee of satisfaction is more than skin deep.

As corroborative evidence, the attached trade paper clipping is interesting.



This Beautiful Colonial Bedroom Suite in Solid Mahogany Was Designed By Us as a Special Feature of the Gimbel August Furniture Sale

This charming Suite, in pure Colonial style, is a good illustration of the way in which this Gimbel August Furniture Sale differs from the usual event. Apart from our whole regular stock, which entered the Sale, the greater part of the Furniture brought in especially for the occasion WAS MADE TO ORDER. The economy lay in having the Furniture made during dull months—and consequently with even greater care than during the rush season—and in placing large orders.

THE FURNITURE IS JUST AS THOUGH MADE FOR OUR REGULAR STOCK, and fully up to Gimbel standards in every particular.

THE BEDROOM SET ILLUSTRATED is made of solid mahogany in every part; it was designed by one of our experts and turned over to a

Tuna Bureaus	Tuna Chiffoniers	Golden Oak Bureaus
\$16 from \$20	\$14.75 from \$20	\$14 from \$18
\$18 from \$24	\$19 from \$24	\$19 from \$25
\$20 from \$28	\$20 from \$25	\$20 from \$27
\$24 from \$30	\$24 from \$30	\$24 from \$33
\$28 from \$36	\$28 from \$36	\$28 from \$38
\$33 from \$40	\$28 from \$35	\$28 from \$40

Princess Dressers	Maple Bureaus	Maple Chiffoniers
\$15 from \$20	\$14.75 from \$18.50	\$15.75 from \$18.50
\$17 from \$22	\$17 from \$21	\$15 from \$20
\$22 from \$30	\$18 from \$24	\$16 from \$19
\$25 from \$35	\$21 from \$26	\$21 from \$27
\$40 from \$48	\$25 from \$30	\$24 from \$30

Bachelors' Chiffoniers	Golden Oak, and Maple	Mahogany Toilet Tables
\$14.75 from \$18.50	\$14 from \$18	\$47 from \$52
\$18 from \$25	\$18 from \$20	\$34 from \$40
\$19 from \$26	\$19 from \$21	\$34 from \$40
\$20 from \$28	\$20 from \$22	\$34 from \$40
\$22 from \$33	\$22 from \$24	\$34 from \$40
\$24 from \$34	\$24 from \$26	\$34 from \$40

Mahogany Bureaus	Mahogany Chiffoniers
\$20 from \$27	\$18 from \$23
\$23 from \$30	\$19 from \$26
\$26 from \$33	\$20 from \$27
\$28 from \$35	\$24 from \$30
\$38 from \$45	\$32 from \$38

August Bed-Covering Sale In the Subway Store

This very remarkable Sale of Sheets, Blankets, Bedspreads and the like has attracted many experts who have praised the merchandise we offer and marveled at the lavish supplies and the low prices. The two go hand in hand—if we hadn't bought so many and so far ahead, we should not be able to offer prices as low as these on supplies that every housekeeper wants.

- 50c Bleached Bed Sheets, 30c Each
- 72x90 in. before hemming, center seam, of heavy sheeting.
- 75c Full Size Seamless Sheets, 50c each
- 81x90 in. before hemming, of standard bleached sheeting.
- 12c Bleached Pillow Cases, 8c each
- 42x36 in. and 45x36 in. before hemming, of good muslin.
- 18c Pillow Cases, 12c Each
- Soft finish; 3-in. hem, 42x36 in. and 45x36 in. before hemming.
- "Fruit-of-the-Loom" Sheetings 50 in. wide, 12-16 yd., regularly 20c. 21-24 yds. wide, 22-26 yd., regularly 35c. 24-26 yds. wide, 26-28 yd., regularly 40c.
- 1 White Crochet Bedspreads, 60c
- For medium-size beds, in new Marseilles patterns, ready for use.
- \$1.50 Cotton Blankets, \$1 Pair
- White, gray and tan, for full-size beds, in new soft finish.
- \$1.50 Silklike Comfortables, \$1
- Filled with white cotton and covered with figured silklike, in light, medium and dark colors.
- Subway Store, Lower Floor

The Clearance of Women's Low Shoes at \$1 and \$1.50

The majority from our Subway Store, the rest remaining from recent great Shoe Sale. Now all at two new price-groups, and all sizes and widths at each price (especially among the Black Shoes), but not in each style.

- \$2, \$2.50 and \$3 Low Shoes, \$1
- \$3 to \$4 Low Shoes, \$1.50

Black, tan and bronze leather, also a collection of Sample Shoes, made to sell at \$3.50 or more.

Pumps and Oxfords, in black and tan leathers, with turned or welted soles.

Subway Store, Balcony

This Twice-a-Year Mill Clean-Up Of the Famous WHITTALL WILTON CARPETS

Is the Season's Most Notable Event of Its Kind

Twice a year, only, housekeepers can buy the superb Whittall Wilton Carpets for less than full prices. That is when this famous firm effects its semi-annual clean-up at the mill of all the Carpets remaining after "cut orders" have been filled.

These remainders, consisting of many thousands of yards, are always sold to one store. And this year GIMBELS is that store. The Carpets, in all their beautiful designs and colorings, are being shown in a special space in the Carpet Store, under bright daylight. Three trade-marks are used in Whittall Carpets, and these brands will be continued at these special prices until sold.

WHITTALL and VICTORIA Wilton Carpets at \$2.25 Yard, Regularly \$3.25

TEPRAC Wilton Carpets, \$1.65 Yard, Regularly \$2.25

There is a fine variety of designs and colorings, including many in the favorite two-toned shades of green, rose, blue, red and brown, as well as exquisite Persian designs. Many of the patterns have 18 in. or 22 1/2 in. borders or stair carpets to match. It is the opportunity of the year for housekeepers, hotel managers, clubs, and other institutions to buy these superb Carpets, at handsome savings. We are also selling a liberal quantity of Alexander Smith & Sons' famous Wilton Velvet Carpets, principally in hall and stair patterns, at \$1.30 yard, regularly \$1.65.

Carpets, bought now, will be made up and laid later at your convenience, if you desire.

Sixth Floor

GIMBEL BROTHERS

BROADWAY NEW YORK THIRTY-THIRD ST.

FISHER BROS.
COLUMBUS AVE. BET. 103 & 104 ST.
FREE \$1.00 WEEKLY OPENS AN ACCOUNT FREE
CREDIT TERMS
\$3.00 Down on \$50.00
5.00 " " 75.00
7.50 " " 100.00
10.00 " " 150.00
15.00 " " 200.00
25.00 " " 300.00
APARTMENTS FURNISHED Value \$15
Complete from \$9.98 to \$50.00 With Every Purchase of \$7.50
WE PAY THE FREIGHT
COLUMBUS AVE. BET. 103 & 104 ST.